



CITY COUNCIL STAFF REPORT

MEETING DATE: July 2, 2014

Agenda Item # **7**

Prepared By:

[Signature]
Economic Development
Manager

Approved By:

[Signature]
Assistant City Manager

Submitted By:

[Signature]
City Manager

ADVERTISING CAMPAIGN WITH SILICON VALLEY BUSINESS JOURNAL FOR DOWNTOWN OPPORTUNITY SITES

RECOMMENDED ACTION(S):

Adopt Resolution authorizing the City Manager to execute the purchase order with the Silicon Valley Business Journal (SVBJ) for \$40,000 for the purpose of marketing and promoting the Downtown Development Opportunity Sites and the retail tenant space that will be developed in conjunction with the new 275 space Downtown parking garage.

EXECUTIVE SUMMARY:

In 2008-2009, the Morgan Hill Redevelopment Agency began acquiring a number of downtown properties, now called Downtown Opportunity Sites, in order to assemble parcels large enough to attract new, dense, mixed use development to serve as a catalyst to promote further economic development and build additional retail and housing to support and enhance the retail environment in Downtown. These actions were consistent with the 2005-2010 and 2010-2014 Redevelopment Agency Five Year Implementation Plans, which anticipated funding a variety of projects and programs for the Downtown with the goal of making Downtown a more vibrant destination for residents and visitors.

In March 2014, the State Department of Finance approved the Successor Agency's Long Range Property Management Plan (LRPMP) that identifies the future disposition and development plan for these properties, which envisions the redevelopment of these parcels to meet the goals and intent of the Downtown Specific Plan. In a future Successor Agency item, staff will recommend the approval of a Request of Qualifications/Proposals process for the release of these properties to the private sector soliciting development interest.

In order to garner as much interest as possible for these sites, an extensive marketing and promotional campaign is proposed to advertise and promote the opportunities to the development and brokerage community. The campaign will include a series of actions and activities which include the proposed marketing contract with the Silicon Valley Business Journal, a series of events with the brokerage community, including bus tours and a continued presence at International Conference for Shopping Centers (ICSC) events and conferences.

Staff has negotiated a short purchase order with the Silicon Valley Business Journal (SVBJ) that will market the RFQ/P for the Downtown Development Opportunity sites via a series of half page ads in the Real Estate Section, through a business event targeting brokers, developers and contractors that work in the 408 area code and finally through a 12-page insert that would allow for a complete and comprehensive profile story showcasing Morgan Hill.

The cost of this five month print campaign is \$40,000, details of which include:

A. July 25, 2015 Business of 408 Event Sponsorship

- City Logo on all promotional material
- A table of 10 at the event for City staff and invited special guests
- Stage time which would allow an opportunity to announce the RFQ/P
- City Table promoting the RFQ/P
- Full page advertorial (6/27)

B. Print Ads

- 6 half-page installments in the CRE (Commercial Real Estate) Reporter Hub

C. 12-Page supplement

- The 12 page supplement in the SVBJ includes a freelance writer and design services courtesy of the SVBJ as well as 1000 over-runs of the 12 page advertorial piece for City's marketing use.

The print campaign is necessary to promote the RFQ/P and will further the City of Morgan Hill's exposure and should pay strong dividends in promoting development opportunities in our downtown.

FISCAL IMPACT:

This marketing campaign is being performed to maximize the interest, quality of responses, and future success of the downtown. The intent is to have a strong response to the RFQ/P which will be of long term benefit to the underlying taxing jurisdictions. Given that this contract is directly tied to the disposition of the former redevelopment agency assets, it is appropriate that this be included and paid for through the ROPS process (non bond proceeds). Staff will add this marketing campaign contract to the next ROPS to reimburse the City for the cost of the marketing of for the Downtown Opportunity Sites.

RESOLUTION NO.

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MORGAN HILL
APPROVING, AND AUTHORIZING THE CITY MANAGER TO EXECUTE,
THAT CERTAIN PURCHASE ORDER WITH
THE SILICON VALLEY BUSINESS JOURNAL
FOR AN ADVERTISING CAMPAIGN FOR THE DOWNTOWN OPPORTUNITY
SITES**

WHEREAS, the City of Morgan Hill, a municipal corporation and general law city duly organized and existing under and pursuant to the Constitution and laws of the State of California ("City"), is authorized to enter into contracts and agreements for the benefit of the City; and

WHEREAS, the reasons supporting the entrance of the City into that certain agreement described in, and that is the subject of, this Resolution are set forth in detail in that certain City Council Staff Report entitled "Advertising campaign with Silicon Valley Business Journal for Downtown Opportunity Sites" submitted for City Council consideration at its meeting of July 2, 2014, submitted to the City Council by the City Manager (the "Staff Report"), the contents of which Staff Report are incorporated herein by this reference; and

WHEREAS, the consideration by City Council of the adoption of this Resolution has been duly noticed pursuant to applicable laws and has been placed upon the City Council Meeting Agenda on the date set forth in the Staff Report, or to such date that the City Council may have continued or deferred consideration of this Resolution, and on such date the City Council conducted a duly noticed public meeting at which meeting the City Council provided members of the public an opportunity to comment and be heard and considered any and all testimony and other evidence provided in connection with the adoption of this Resolution; and

WHEREAS, the activities allowed under this Resolution do not constitute a project under the provisions of California Environmental Quality Act of 1970; and

WHEREAS, the City Council determines that adoption of this Resolution is in the public interest.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF MORGAN HILL DOES HEREBY FIND, DETERMINE, RESOLVE AND ORDER AS FOLLOWS:

Section 1. Recitals. The City Council does hereby find, determine and resolve that all of the foregoing recitals are true and correct.

Section 2. Approval and Authorization. The City Council does further resolve, order and/or direct as follows:

- a. That the Purchase Order Agreement with the Silicon Valley Business Journal for the advertising campaign for the Downtown Opportunity Sites

substantially in the form attached hereto as Exhibit A and incorporated herein by this reference (the "Order") is hereby approved.

- b. That the City Manager is hereby delegated authority to and is authorized and directed to execute the Purchase Order substantially in the form attached hereto as Exhibit A; provided, specifically, that the total amounts to be paid by City under the Order shall in no event exceed FORTY THOUSAND Dollars (\$40,000.00).

Section 3. This Resolution shall take effect immediately upon adoption.

PASSED AND ADOPTED by the City Council of the City of Morgan Hill at its meeting held on this 2nd day of July, 2014 by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

COUNCIL MEMBERS:
COUNCIL MEMBERS:
COUNCIL MEMBERS:
COUNCIL MEMBERS:

DATE: _____

Steve Tate, MAYOR

∞ **CERTIFICATION** ∞

I, Irma Torrez, City Clerk of the City of Morgan Hill, California, do hereby certify that the foregoing is a true and correct copy of Resolution No. ____, adopted by the City Council at the meeting held on July 2, 2014.

WITNESS MY HAND AND THE SEAL OF THE CITY OF MORGAN HILL.

DATE: _____

Irma Torrez, CITY CLERK

☒ Display
☒ Sponsorship
☒ Custom Publication



2014 Advertising Agreement

City of Morgan Hill
 17555 Peak Avenue
 Morgan Hill, California 95037

Phone: (408) 776-7373
 Fax:
 SIC: 9600

I have the authority to execute this Advertising Agreement on behalf of the above named company (hereinafter "City of Morgan Hill") and, with my signature hereon, authorize The Business Journal, for and on behalf of City of Morgan Hill, to publish advertising as outlined below within a 12-month period beginning with the July 1, 2014 date with The Business Journal.

Print		Cost per insertion \$2,780.00
No. of Insertions:	6x	
Size:	Half Page 10"W x 6.75" H	
Color:	Full color (CMYK only please)	
Positioning:	CRE Reporter Hub	
Publication Date(s):	TBD	
Ad Materials Due:	Fridays, one week prior	

12 Page Supplement Inserted to the SVBJ **Cost per insertion : \$13,320.00**
 The City of Morgan Hill will insert a 12 page advertorial piece into our Structures Awards issue publishing September 26, 2014. The Business Journal will provide the following:

- timeline to manage the project over 90 days
- freelance writer for up to 20 hours to work with the City of Morgan Hill on the content
- all design services, printing and insertion
- raw files and pdfs for City of Morgan Hill to repurpose
- 1,000 over-runs of the 12 page advertorial piece for your marketing use

Sponsorship "The Business of 408" Event **Cost per insertion : \$10,000.00**

- Full page full color ad (10"x13.5") in the themed issue on 6/27/14
- Logo on all house ads & promotional materials including emails, event signage and event programs
- Podium time, including an opportunity to introduce panelist(s)
- Table of 10 with premium seating at the event on 7/24/14 (Hilton Santa Clara)
- Collateral table with premier positioning at event
- Attendee list with contacts supplied pre- and post-event (excludes emails)
- Industry exclusivity

Total Campaign Cost \$40,000.00

Comments:

The Company acknowledges that any changes in the above specifications and/or schedule or cancellations must be in writing and must arrive at The Business Journal's office (125 S. Market St., 11th Floor San Jose, Ca 95113) 12 days prior to the issue date of the weekly paper and 90 days prior to special projects in which the insertion is scheduled. If this agreement is not fulfilled for any reason, the Company will be short rated and charged the highest applicable earned rate. Advertisers and agencies assume all liability for contents of published advertisement including text and illustration. The Business Journal reserves the right to hold advertiser and/or its advertising agency joint and severally liable for such moneys as are due and payable according to all conditions set forth in rate card #30, which will be considered part of this agreement. Advertiser agrees to pay for necessary production work, as per The Business Journal's current schedule of charge. The Advertising Agency also agrees to forfeit its agency commission if payment for advertising is not received by The Business Journal within 60 days of billing.

☒ Display
☒ Sponsorship
☒ Custom Publication

Signed at San Jose, CA, June 27, 2014.

Witnessed by:

Lisa Bragg, Business Journal Account Executive

City of Morgan Hill
Name of Company

Accepted by:

The Business Journal Advertising Official

Edith Ramirez, Economic Development Director

SILICON VALLEY BUSINESS JOURNAL

City of Morgan Hill Marketing Plan June - September 2014

Objectives:

- Launch RFQ & RFP for downtown parcels
- Connect with developers
- Tell the Morgan Hill story

We recommend the City of Morgan Hill partner on the following initiatives. The total cost of the 3-4 month plan is \$40,000. All design services included.

Half Page Ads – 6 insertions - \$2,780 each

Half page ads adjacent to Nathan Donato-Weinstein's Real Estate Hub
Only advertiser in this position

Sponsorship of "The Business of the 408"

The south bay communities are experiencing incredible growth in construction and we will spotlight the trends of their economic impact in a special themed issue and event. Those who are the drivers of this type of growth (general contractors, developers, employers, brokers) will be in attendance to hear the commercial real estate economic outlook for the 408 area code.

Our first confirmed panelist is the City Manager of Santa Clara – Julio Fuentes. Other panelists will include a developer and employer. The event will open with an update from a commercial real estate broker.

City of Morgan Hill would receive these sponsor benefits:

- Full page ad in the themed issue on 6/27
- Logo on all house ads & promotional materials including emails, event signage and event programs
- Podium time, including an opportunity to introduce panelist(s)
- Table of 10 with premium seating at the event on 7/24 (Hilton Santa Clara)
- Collateral table with premier positioning at event
- Attendee list with contacts supplied pre- and post-event (excludes emails)
- Industry exclusivity

12 Page Supplement

The City of Morgan Hill could insert a 12 page advertorial piece into our Structures Awards issue publishing September 26, 2014 (or date of your choice). The Business Journal will provide a freelance writer for up to 20 hours to work with the City of Morgan Hill on the content. We will provide all design services and produce 1,000 over-runs of the 12 page advertorial piece for your marketing use, along with the raw story files and pdfs.

THIS PAGE LEFT BLANK INTENTIONALLY